

## **Claim amendments**

1. (Currently amended) A method of placing an ad into a digital video output stream of a digital video recorder (DVR), the method comprising:

while the digital video output stream of the (DVR) includes an index of programs recorded at the DVR ~~video of a user interface~~ but does not include the ad or video of a program recorded at the DVR, the DVR detecting that the digital video output stream should change from the index of programs recorded at the DVR ~~video of the user interface~~ to the video of the program recorded at the DVR;

the DVR obtaining the ad;

the DVR placing the ad into the digital video output stream so that the digital video output stream simultaneously includes the index of programs recorded at the DVR ~~video of the user interface~~ and the ad but does not include the video of the program recorded at the DVR, wherein the DVR that places the ad into the digital video output stream outputs the digital video output stream to a display device that is connected directly to the DVR, and wherein the ad wipes across a screen of the display device starting from a first side of the screen and ending at a second side of the screen without overlapping any portion of the index of programs recorded at the DVR or any portion of the video of the program recorded at the DVR; and

thereafter, the DVR removing the index of programs recorded at the DVR ~~video of the user interface~~ from the digital video output stream and adding the video of the program recorded at the DVR to the digital video output stream so that the digital video output stream simultaneously includes the video of the program recorded at the DVR and

the ad but does not include the index of programs recorded at the DVR.~~video of the user interface.~~

2-6. (Cancelled)

7. (Previously presented) The method of claim 1, wherein the ad is obtained in real-time.

8. (Previously presented) The method of claim 1, wherein the ad is obtained by an ad placement engine within the DVR.

9. (Previously presented) The method of claim 1,  
wherein the ad is obtained by an ad placement engine within the DVR, and  
wherein the ad placement engine uses previously collected user information to obtain the ad.

10. (Previously presented) The method of claim 1,  
wherein the ad is obtained by an ad placement engine within the DVR, and  
wherein the ad placement engine uses context information and previously collected user information to obtain the ad.

11. (Cancelled)

12. (Previously presented) The method of claim 1, wherein the ad is an animation.

13. (Previously presented) The method of claim 1, wherein the ad is dynamically placed.

14-19. (Cancelled)

20. (Currently amended) A computer software product having instructions executable by a computer processor within a digital video recorder (DVR) to perform a method for placing an ad into a digital video output stream of the DVR, the computer software product comprising:

first instructions configured to cause the DVR to detect that the video output stream should change from an index of programs recorded at the DVR ~~video of a user interface~~ to video of a program recorded at the DVR, wherein the first instructions are executable while the digital video output stream of the DVR includes the index of programs recorded at the DVR ~~video of the user interface~~ but does not include the ad or the video of the program recorded at the DVR;

second instructions configured to cause the DVR to obtain the ad; and

third instructions configured to cause the DVR to place the ad into the digital video output stream so that the digital video output stream simultaneously includes the

index of programs recorded at the DVR ~~video of the user interface~~ and the ad but does not include the video of the program recorded at the DVR, wherein the DVR that places the ad into digital video output stream outputs the digital video output stream to a display device that is connected directly to the DVR, and wherein the ad wipes across a screen of the display device starting from a first side of the screen and ending at a second side of the screen without overlapping any portion of the index of programs recorded at the DVR or any portion of the video of the program recorded at the DVR, and, thereafter, cause the DVR to remove the index of programs recorded at the DVR ~~video of the user interface~~ from the digital video output stream and to add the video of the program recorded at the DVR to the digital video output stream so that the digital video output stream simultaneously includes the video of the program recorded at the DVR and the ad but does not include the index of programs recorded at the DVR ~~video of the user interface~~.

21. (Currently amended) The method of claim 1,  
wherein detecting that the digital video output stream should change from the index of programs recorded at the DVR ~~video of the user interface~~ to the video of the program recorded at the DVR is carried out by software of the DVR.

22. (Cancelled)

23. (Previously presented) The method of claim 1,  
wherein the ad is a still ad comprising an individual frame,

the method further comprising:  
replicating the individual frame a number of times to fill up a designated time segment that the ad is displayed.

24-25. (Cancelled)

26. (Previously presented) The method of claim 1, wherein the ad is partially transparent.

27. (Currently amended) The method of claim 1, further comprising:  
after removing the index of the programs recorded at the DVR ~~video of the user interface~~—from the digital video output stream and adding the video of the program recorded at the DVR to the digital video output stream, removing the ad from the digital output stream so that the digital video output stream includes the video of the program recorded at the DVR but does not include the ad and the index of the programs recorded at the DVR—~~video of the user interface~~.

28. (Currently amended) The method of claim 1, wherein detecting that the digital video output stream should change from the index of the programs recorded at the DVR ~~video of the user interface~~ to the video of the program recorded at the DVR includes detecting that the program recorded at the DVR has been selected for playback.

29. (Currently amended) The method of claim 1, further comprising:  
~~displaying the digital video output stream via the display device that connects directly to the DVR,~~

wherein the display device connects to the DVR via a wired connection.

30. (Currently amended) The method of claim 1, further comprising:  
~~displaying the digital video output stream via the display device that connects directly to the DVR,~~

wherein the display device connects to the DVR via a wireless connection.

31. (Previously presented) The method of claim 1, further comprising:  
prior to obtaining the ad, downloading the ad from a server and storing the ad at a memory device of the DVR,

wherein the video of the program recorded at the DVR is stored at the memory device.

32. (Previously presented) The method of claim 10, wherein the context information comprises information selected from the group consisting of (i) time information, and (ii) a movie title.

33. (Currently amended) The computer software product of claim 20,

wherein the first instructions detect that the video output stream should change from the index of the programs recorded at the DVR ~~video of a user interface~~ to the video of the [[a]] program recorded at the DVR by detecting that the program recorded at the DVR has been selected for playback.

34. (Previously presented) The computer software product of claim 20, wherein the computer software product is located within the DVR.

35. (New) The method of claim 1,  
wherein the ad wipes across the screen horizontally, and  
wherein the first side of the screen is a left-most side of the screen, and the second side of the screen is a right-most side of the screen.

36. (New) The method of claim 1, wherein the ad wipes across the screen vertically.